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PROJECT Chinese Communist Cartoons and Moral Pictorial Narratives

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1. The Communists in China have adopted the mass production of cartoons and pictorial narratives as one of their leading forms of propaganda. This material is directed mainly towards children and the semi-literate. Subjects can be roughly divided into the categories of general Communist ideology and current specific political problems.
2. Propaganda of this type is issued either by professional artists, chiefly members of national or local art workers' unions, or by apprentice artists, who may work either as individuals or as members of fine arts classes in factories and other institutions or organizations. It is published by commercial publishing firms. In Shanghai, for example, over a dozen publishing centers are concentrating on the production of picture magazines, each one issuing a series of from twenty to fifty books.
3. Under Communist direction, the influence of such pamphlets on the public is great, especially on primary and secondary school children. In Kowloon and Hong Kong, the Communist bookshops which sell comic books and other pictorials are full of children, after school hours and on holidays, standing around reading the booklets published in Shanghai and Peiping.
4. Examples of such publications from Shanghai include the following:
 - a. Joy Through Conversion (Fan Shen Lo 極樂身緣), issued by the Education Publishing Society, Shanghai, is a pictorial album of Communist "folk songs" which depict the joy of the people at being converted to Communism and emphasize Communist slogans.
 - b. And All Were Pleased (Ta Chia Hsi Huan 大家喜歡), issued by the People's Book and Journal Supplying Society, Shanghai, is a pictorial representation of a story by LIA Chien-ling (馬健翎), a well-known Communist writer. The story, in brief, is as follows: LI Yu-chon, wife of the peasant opium smoker WANG San-pao, joined the village women's federation, participated in productive work, and received pay which enabled her to feed WANG, herself, and their son WANG Yang-wa. Since WANG continued to ill-treat her, she had her case presented through the women's federation to the

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local government. YANG was temporarily separated from his family by the local authorities and was reformed by the village leader; then the family was happily reunited.

- c. YANG Hsiao-lin's Marriage (YANG Hsiao-lin Chieh Hun 楊小林結婚), published by the New Voice Publishing Society, Shanghai, is a story emphasizing freedom of marriage and opposition to feudalism. YANG Hsiao-lin fell in love with the village guard YUAN Hsiao-t'u and with the assistance of the regional government succeeded in marrying him in spite of her previous betrothal by her father to another man. Afterwards, she worked hard at production and was elected model laborer and chairman of the village women's federation, while her husband worked for the people as a government employee.
- d. Cooperation Between People and Army (Chun Min Ho Tso 與民合作), published by the Lighthouse Publishing Society, Shanghai, is a story based on a tale by CHIU Erh-fu (周而復) calling for cooperation between army and people. The story tells how during the Japanese occupation CHAO Shou-i hid a wounded soldier of the Eighth Route Army in his house, cured him, and sent him out of the city through the Japanese and puppet guards.
- e. Chairman MAO in the USSR (Mao Chu Hsi Tsai Su Lien 毛主席在蘇聯), published by the Morning Light Publishing Company, Shanghai, is a collection of photographs taken during MAO Tse-tung's visit to the USSR. It advertises the success of MAO's visit.
- f. A Selection of Liberation Cartoons (Chieh Fang Man Hua Hsuan 解放漫畫), published by the Public Fine Arts Publishing Society, Shanghai, is a cartoon compilation made by the Shanghai branch of the All-China Fine Arts Union (Ch'uan Kuo Mei Shu Hsich Hui 全國美術協會). The cartoons, all by professional Communists and leftist artists, for the most part members of either the Shanghai branch or the national fine arts union, appeared originally in newspapers and periodicals published in Shanghai. The specific topics covered range from silver dollar speculation, the struggle against the Nationalists, and movements to support the front to the signing of the Sino-Soviet pact and cover, in general, all subjects which the Communist Government has designated for mass education use.
- g. A Selection of Drawings by Shanghai Workers (Shanghai Kung Jen Hua Hsuan 上海工人畫選), published by the Labor Publishing Society of Shanghai, is a collection of art work produced by individual workers and by members of workers' fine arts classes such as those of the Customs Union, the Currency Union, the Movie Union, the Jen Min Yin Chih I Ch'ang (人民印製廠), and the 19th Central Cotton Mill. Topics covered in the selections are labor affairs, general movements, and the other subjects designated by the government for use in mass education.

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Comment. Available in the CIA Library is one copy each in Chinese of the pamphlets described in this report.